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# *Hints on Care and Culture of* **R O S E S**

1107-1539  
U. S. Department of Agriculture



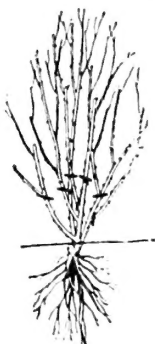
# How to Plant Roses—

Any good garden soil is suitable for Roses. Most amateurs make the mistake of enriching the Rose-garden too much. Select a sunny situation away from trees and shrubbery. Spade deeply and make an opening large enough to receive the roots of the plant when spread out naturally. Place the plant in position and fill hole about two-thirds with top-soil. Water well, allow water to settle, and finish filling hole with soil.

The plant should be set a little deeper than it grew in nursery. If any fertilizer is used, put it on top of the bed.

After planting keep the Rose-bed well hoed but do not dig too deep—2 inches is enough. During dry weather it is very important to water the Roses. Try to water them after the fashion of a good rain; allow the surface of the bed to dry, and then cultivate. Do not keep the bed soaked all the time. Roses like water, but good drainage is also essential.

McClung Bros.' Roses are pruned for planting before being shipped. They will need no more pruning the first season. The proper time for pruning is the next season just before the buds begin to swell in spring. At that time cut the stems back to within 5 or 6 inches of the ground.



## OBSERVE THESE SIX RULES

Keep the roots moist until Roses are planted. Black lines show where unpruned bushes should be cut. McClung's Roses are already pruned.

Spread out the roots so they do not crowd.

Don't plant too deep; note the picture.

Plant in good soil where there is sunshine at least half a day.

Water well in dry weather.

## McClung Prices and Grades



**No. 1 Heavy** To meet the demand for cheaper roses, we are, this year, pricing our roses in two groups and, for the first time, offering No. 2 light plants. However, we strongly recommend the No. 1 heavy plants, as it has been our experience that the difference in price is so small and the chances for results are so much greater than the No. 1 heavy plants are the cheapest in the end.

**PREPAID PRICES ON McCLUNG ROSES**  
(Except Patented Varieties)

Hardy, Two-Year-Old No. 1, Heavy Grade: 25c each; \$3.00 per dozen; \$20.00 per 100.

Hardy, Two-Year-Old No. 2, Light Grade: 19c each; \$1.90 per dozen; \$15.00 per 100.



**No. 2 Light**

# McClung Bros. Roses Come From the Famous East Texas Fields, the Largest Rose Growing Center in the United States

**LOCATION:** McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 9, right in the very heart of the largest rose growing section of the United States. Here, the climate and soil are most ideal for producing the healthy, hardy plants that bear our label.

If nearby, visit our nurseries! You're always welcome. Should you care to phone us, our number is 9070-F4. We may be reached by Long-distance Call at this number.

**TWO-YEAR-OLD PLANTS:** McClung Bros. ship only two-year-old field grown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants.

**UNDERSTOCK:** All McClung Bros. roses are budded on vigorous, disease-resisting understock, *Rosa multiflora japonica*. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

**ROSES BY THE CARLOAD:** McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many carloads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardiest sorts, as described in this folder.

**PACKING AND SHIPPING:** Our roses are packed in tightly wrapped, heavy kraft paper or burlap and are guaranteed to reach you in good, fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility.



Our main office, located right in the heart of our growing fields. Here your orders are received, checked, and dispatched to our field men. All orders shipped same day received.



Our packing and shipping rooms. The trucks from the field bring your roses right into the building. Here they are again checked, inspected carefully, packed and sent on to you.

**BUY DIRECT FROM THE GROWERS:** It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesmen or order takers. You deal direct with the grower, when ordering from us, thereby eliminating the extra profit of commission added by salespeople. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants.

**GARDEN CLUB ORDERS:** If you have no Garden Club or Rose Society in your community, why not organize one? The American Rose Society of Harrisburg, Pennsylvania, will gladly assist you. Also, by ordering 100 or more Roses at one time, we will quote you special prices.

The Rose-garden movement is one of the fastest growing movements in America today. Divert your mind from the cares of the world and your own sphere of life by having your own Rose-garden, and even by working it yourself as a hobby. Thousands do.

**OUR GUARANTEE—TERMS AND FINANCIAL RESPONSIBILITY:** Read these carefully—satisfy yourself, then mail us your order today.

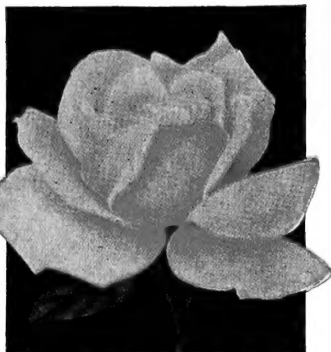
Through duplication of names you are likely to receive more than one of our catalogs. If such is the case we would certainly appreciate it if you would give one copy to your neighbor.



One of our main fields. Growing about 250,000 roses. The tractor illustrates our modern method of rose cultivation.



**Ami Quinard**



**Betty Grace Clark**

**Varieties marked with an asterisk (\*) are illustrated**

**AMERICAN BEAUTY.** Large, globular, crimson buds. A very popular variety which always wins great admiration with its beauty and perfume.

**\*BETTY GRACE CLARK.** One of our best new roses. Fragrant flowers of tawny yellow and apricot. Stems long and stiff, making the blooms excellent for cutting. Very vigorous and free-blooming.

**\*AMI QUINARD.** Striking semi-double Rose of very dark crimson-maroon, produce freely on fall semi-shrubby plants. Buds. Beautiful color. Striking.

**\*BETTY UPRICHARD.** Copper-red buds, opening to semi-double, large blooms of delicate salmon-pink, with reverse carmine having coppery sheen. One of the best bloomers.

**BRIARCLIFF.** Very much like Columbia but a deeper rose-pink. Good growth and free flowering.

**CALEDONIA.** Modern white Rose with long, exquisitely creamy white buds opening to beautifully shaped, snowy flowers. Plants are very strong and bloom over a long period.

**\*COLUMBIA.** Words fail to do justice to this marvelous Rose. It is a very beautiful peach-pink, deepening as it opens. Superior shaped buds on very long and nearly thornless stems of good length. Very hardy.

**CRUSADER.** Crimson buds of moderate size and excellent shape.

**\*CUBA** (See page 8). Orange-scarlet buds, opening to flowers of brilliant orange-vermilion.

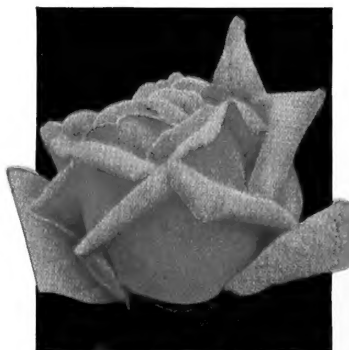
**DAILY MAIL.** This is a new rose and we think the name should cause you to include it with your order by daily mail. Its blooms are crimson, shaded maroon and vermilion. A very pretty rose indeed.

**\*DAME EDITH HELEN** (See page 8). A beautiful shade of clear pink, freely produced on long stems. Grows well.

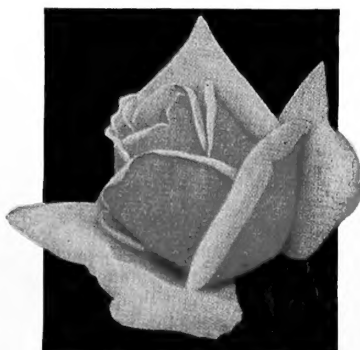
**EDEL.** Huge, very double, snow-white flowers with many curled petals. Free blooming.

**\*EDITH NELLIE PERKINS** (See page 8). Long-pointed buds, rich orange outside and salmon-pink inside. Fairly double blooms with a golden under-glow.

**EDITOR McFARLAND.** Among the finest of the deep pink Roses. The color, which is a clear brilliant pink, holds all through the season. The blooms are fragrant, carried on long stems, and extremely desirable for cutting.



**Betty Uprichard**



**Columbia**

# THE ARISTOCRATS "PATENTED ROSES"

**TEXAS CENTENNIAL** (Plant Patent No. 162). A sport of the noted President Herbert Hoover. Blooms are large, brilliant vermilion-red, with touch of gold at base of petals, while center of flower shows slight shade of red. As the blooms mature the color slowly changes to a deep rich pink. Produces a delicate fragrance, has nice long stems, Two-year-old field grown plants. **Each, 60c; per dozen, \$6.00.**

**ECLIPSE** (Plant Patent No. 172). The international sensation of the year, awarded prizes in Rome, Paris, and other test-gardens. The long, stream-lined bud, enhanced by ornamental sepals, is of rich gold without shading. Petals are large and tough, but not numerous, averaging 20 to 25, with more in the autumn. **Each, \$1.50; per dozen, \$15.00.**

**SIGNORA** (Illustrated) (Plant Patent No. 200). A land of sunshine and a masterpiece in both bud and bloom. The bud of a warm burnished pink, the flower a lighter hue, toward the center. The plant is tall-growing with a strong stem. Foliage is hardy and attractive to those who grow roses. **Each, \$1.50; per dozen, \$15.00.**

**COUNTESS VANDAL** (Plant Patent No. 38). Its long, pointed petals, of a common and golden yellow, with a bronzey pink flower, are 4 to 5 inches wide. Long, in a graceful manner, and the variety of form unequalled. Similar size. Bronzey pink; prolific flowerer. **Each, \$1.50; per dozen, \$10.00.**



COUNTESS VANDAL

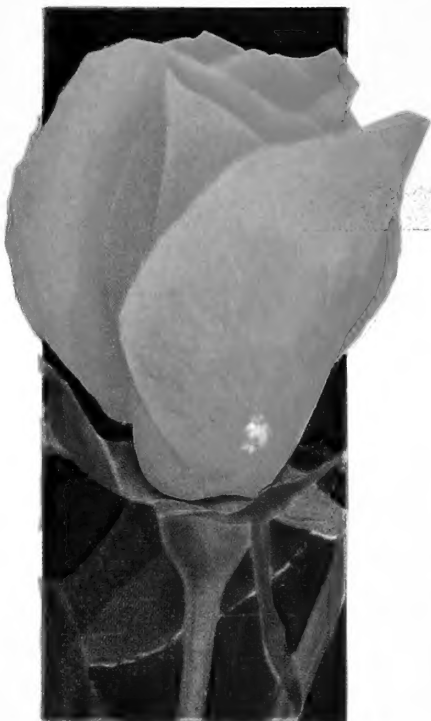


# OF YOUR GARDEN

\$"

(Illustrated on Front Cover)  
 201). This Rose from the  
 Chianti wine is a real  
 plant and bloom. Long  
 sienna, opening to a  
 mandarine. The plant  
 in every bloom on a long  
 handsome. Indispensable  
 Roses mainly for cut-  
 per dozen, \$15.00.

**INDAL** (Plant Patent No.  
 ed buds are coppery sal-  
 yellow, opening to large,  
 ers frequently over five  
 deep petals reflex in a  
 giving it exquisite deli-  
 approached by Roses of  
 foilage. Upright, vigor-  
 ering habit. **Each, \$1.00;**



© 1935

**ECLIPSE**

## Two Outstanding Patented Climbers

**DOUBLOONS.** A hybrid of our na-  
 tive *Rosa setigera*. Clusters of very  
 large, cup-formed, saffron-yellow  
 blooms, opening one after the other, thus pro-  
 longing the season. Long heavy canes. Un-  
 doubtedly the best yellow Climber to date. Has  
 the tendency to repeat in midsummer. **Each,**  
**\$1.50; per dozen, \$15.00.**

**BLAZE. LC.** (Plant Patent No. 10). Acclaimed  
 by the nation as the only hardy everblooming  
 scarlet climber. Blaze combines the vigor,  
 beauty, and hardiness of Paul's Scarlet Climber  
 with the everblooming qualities of a favorite  
 everblooming Rose. Propagated from blooming  
 wood. **Each, \$1.00; per dozen, \$10.00.**

# THE ARISTOCRATS OF YOUR GARDEN

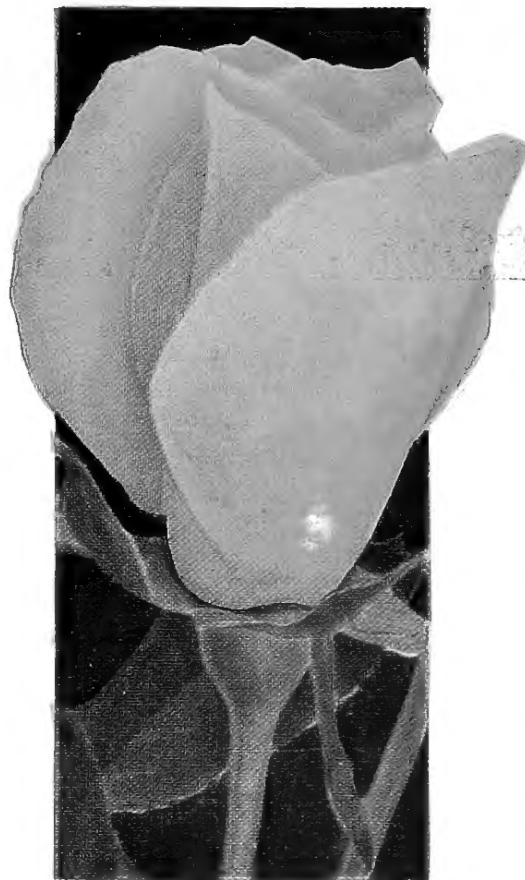
## "PATENTED ROSES"

**TEXAS CENTENNIAL** (Plant Patent No. 162). A sport of the noted President Herbert Hoover. Blooms are large, brilliant vermilion-red, with touch of gold at base of petals, while center of flower shows slight shade of red. As the blooms mature the color slowly changes to a deep rich pink. Produces a delicate fragrance, has nice long stems, Two-year-old field grown plants. **Each, 60c; per dozen, \$6.00.**

**ECLIPSE** (Plant Patent No. 172). The international sensation of the year, awarded prizes in Rome, Paris, and other test-gardens. The long, stream-lined bud, enhanced by ornamental sepals, is of rich gold without shading. Petals are large and tough, but not numerous, averaging 20 to 25, with more in the autumn. **Each, \$1.50; per dozen, \$15.00.**

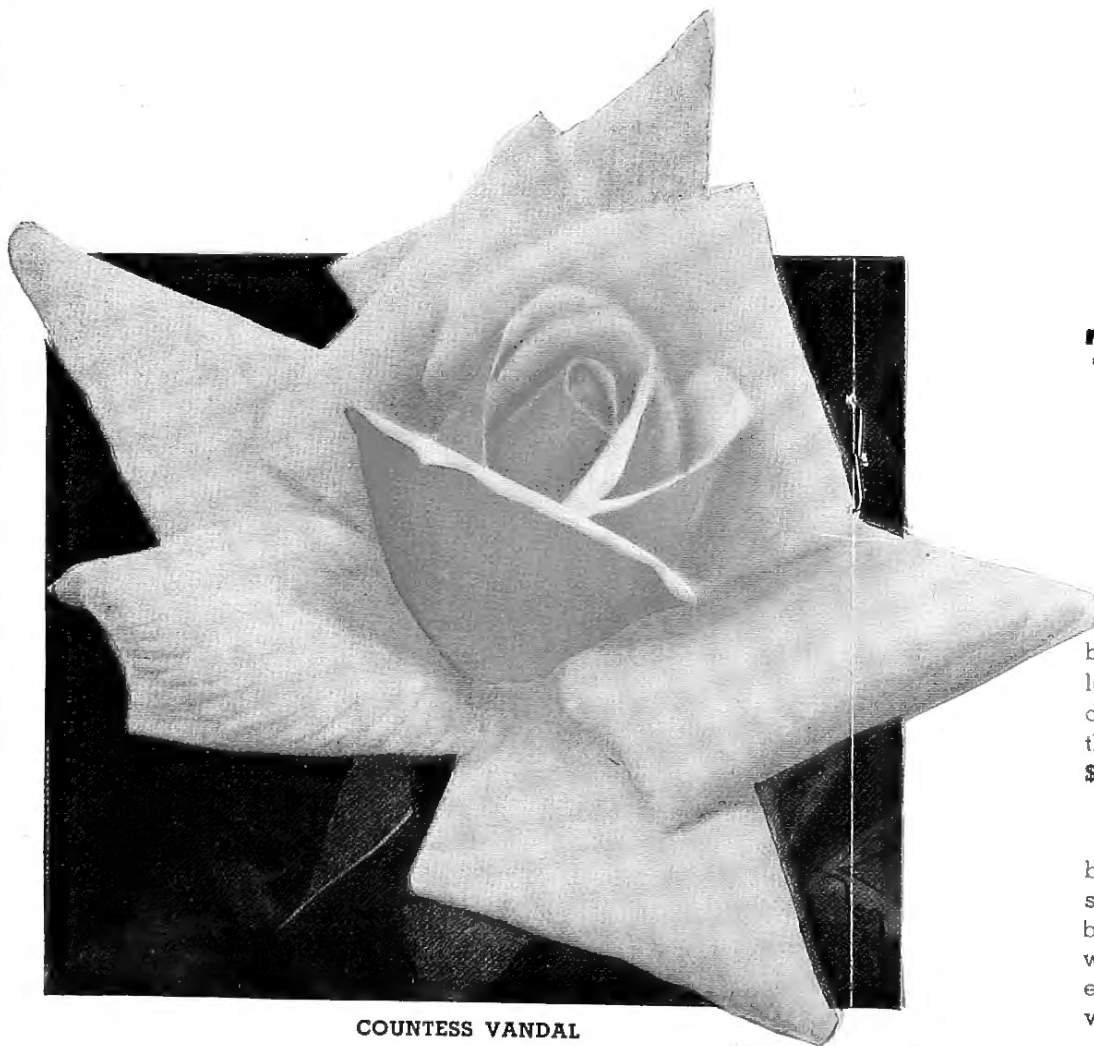
**SIGNORA** (Illustrated on Front Cover) (Plant Patent No. 201). This Rose from the land of sunshine and Chianti wine is a real masterpiece in both plant and bloom. Long bud of a warm burnt sienna, opening to a lighter hue, toward mandarine. The plant is tall-growing with every bloom on a long stem. Foilage is handsome. Indispensable to those who grow Roses mainly for cutting. **Each, \$1.50; per dozen, \$15.00.**

**COUNTESS VANDAL** (Plant Patent No. 38). Its long, pointed buds are coppery salmon and golden yellow, opening to large, bronzy pink flowers frequently over five inches wide. Long, deep petals reflex in a graceful manner, giving it exquisite delicacy of form unapproached by Roses of similar size. Bronzy foilage. Upright, vigorous; prolific flowering habit. **Each, \$1.00; per dozen, \$10.00.**



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ECLIPSE



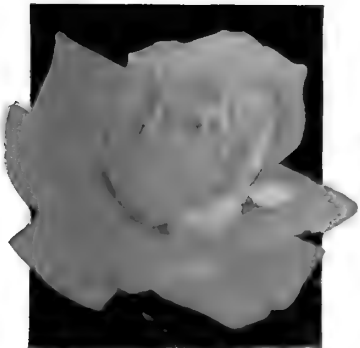
COUNTESS VANDAL

## Two Outstanding Patented Climbers

**DOUBLOONS.** A hybrid of our native *Rosa setigera*. Clusters of very large, cup-formed, saffron-yellow blooms, opening one after the other, thus prolonging the season. Long heavy canes. Undoubtedly the best yellow Climber to date. Has the tendency to repeat in midsummer. **Each, \$1.50; per dozen, \$15.00.**

**BLAZE. LC.** (Plant Patent No. 10). Acclaimed by the nation as the only hardy everblooming scarlet climber. Blaze combines the vigor, beauty, and hardiness of Paul's Scarlet Climber with the everblooming qualities of a favorite everblooming Rose. Propagated from blooming wood. **Each, \$1.00; per dozen, \$10.00.**





Cuba



Dame Edith Helen

**E. G. HILL.** Great, massive blooms of deep maroon, velvety on inside.

**\*ETOILE de HOLLANDE.** Very large, well-built, brilliant red blooms, fragrant. One of the best new garden Roses.

**FRANK W. DUNLOP.** Deep rose-pink large, pointed buds open to full fragrant blooms on long stems. Free flowering, strong, healthy grower.

**\*FRANCIS SCOTT KEY** (See page 11). One of the largest reds. Easy to cultivate. Its color is a beautiful crimson-red, shading to cerise and it has a profusion of petals opening to a higher center. Thrifty grower. Very hardy. Beautiful foliage. Wonderful for cut-flowers.

**FRAU KARL DRUSCHKI.** See White American Beauty.

**GORGEOUS.** Very double, light yellow blooms, overspread with copper and orange in vivid hues. Good foliage.

**\*GOLDEN DAWN.** A wonderful bedding Rose with massive buds, opening to lemon-yellow flowers of excellent form. Rates high as the best all-round yellow garden Rose.

**HADLEY.** A rich crimson-red flower with velvety texture. Moderate in bloom and growth. Highly recommended for cut-flowers.

**IMPERIAL POTENTATE.** Dark, shining rose-pink, shaded lighter on reverse of petals.

**INDEPENDENCE DAY.** Long-pointed buds and double flowers of deep golden salmon, with a tint of copper. Unusually free blooming.

**JOANNA HILL.** Very double bloom with Indian-yellow center, surrounded by bold, bluff petals.

**JONKHERR J. L. MOCK.** Rosy pink, almost silver-white, reverse of petals deep carmine-pink. Blooms of magnificent size on long, erect canes.

**JULIEN POTIN.** A fine clear yellow Rose of vigorous, erect habit, with very shapely flowers of good yellow.

**KAISERIN AUGUSTE VIKTORIA.** Queen of the white Roses. Pure white, with never a tinge of pink. Splendid large buds and superb, full, double blooms. A continuous and prettise bloomer. We consider this rose our very best white. It has been chosen by vote of the American Rose Society as one of the best 12 Roses in America.

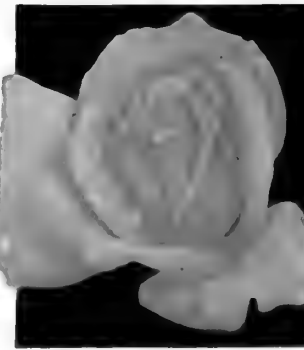
**\*KILLARNEY, PINK.** One of the finest pink Roses ever introduced. Especially beautiful in coloring.

**KILLARNEY, WHITE.** Pure white sport of above, and identical in shape and blooming qualities.

**LADY HILLINGDON.** Deep apricot-yellow to orange. Long slender pointed buds. A very free-flowering variety and a striking decorative Rose. Thrifty sturdy, spreading growth.



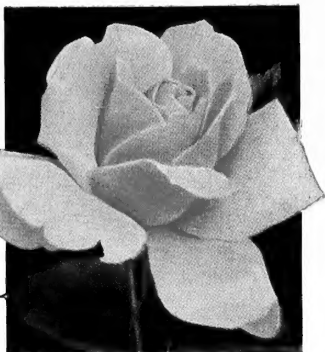
Edith Nellie Perkins



Golden Dawn



**Pres. Herbert Hoover**



**Kilarney Pink**

**\*LOS ANGELES.** Flowers of pale satiny pink, richly shaded with deep rose and gold.

**\*LUXEMBOURG.** Flowers deep orange, much larger than Sunburst. Long-pointed buds on graceful stems. Beautiful foliage. Strong thrifty grower. The best and most beautiful deep yellow Rose we have ever grown.

**MARGARET McGREDY.** Orange-vermilion blooms with light green, healthy foliage. One of the best for home-gardens.

**MRS. CHARLES BELL (Shell-Pink Radiance).** A sport of Radiance and like it except its color—a very even shade of soft, clear shell-pink.

**MRS. ERSKINE PEMBROKE THOM.** The fine long buds open into perfectly shaped flowers of rich lemon-yellow.

**MRS. HENRY BOWLES.** Globular flowers of clear pink, with lighter shading.

**MRS. HENRY MORSE.** The flowers are bright pink with silvery shadings.

**\*MRS. PIERRE S. du PONT** (See page 10). A bright, unfolding yellow of the deeper variety. Beautifully shaped flowers, known for its prolific bloom and healthy habit.

**MEV. G. A. VAN ROSSEM.** Glowing orange or apricot colored buds which open to bright golden yellow flowers streaked and veined with orange—very beautiful.

**MISS ROWENA THOM.** Blooms of brilliant satiny pink, with orange-flame center.

**MME. BUTTERFLY.** Light pink buds, tinted with gold near base of petals. Plant strong and richly perfumed.

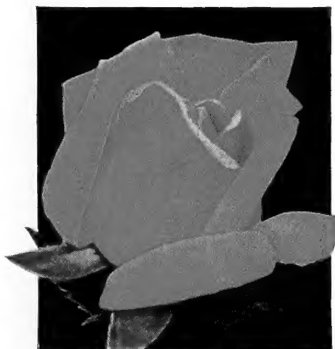
**MME. EDOUARD HERRIOT.** The original of all the bright orange-pink varieties.

**PADRE.** Golden yellow, streaked with orange and red. One of the best new Roses.

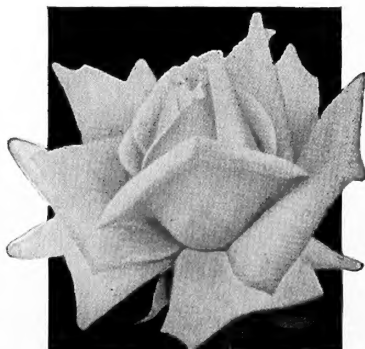
**PAUL NEYRON.** HP. Produces the largest pink Rose in the world on a long, graceful stem. A half-dozen will make a nice bouquet.

**\*PINK RADIANCE** (See page 11). America's leading Rose, according to the decision of the American Rose Society. It is indeed a beautiful pink Rose, with large-pointed buds of clear, even shade of pink, opening into tulip-shaped blossom on long graceful stems. A very thrifty grower with waxy foliage.

**\*PRESIDENT HERBERT HOOVER.** A glorious new multicolored Rose unfolding its broad, thick petals unhurriedly from the beautiful pointed bud. Vivid cerise-pink, softly flamed with yellow, orange, and scarlet; this combination most emphatic on the reverse. The perfume is exquisite; the foliage ornamental.



**Luxembourg**



**Los Angeles**



**Mrs. Pierre S. du Pont**



**Radiance—Red**

**\*RAPTURE.** Sport of Mme. Butterfly, but more double and more highly colored.

**\*RED RADIANCE.** Beautiful red sport of Pink Radiance and like it except in color. Stands second among the best 12 Roses of its class in America.

**REV. F. PAGE-ROBERTS.** Double golden yellow blooms. Free blooming in spring and fall.

**\*ROSLYN.** Beautiful, tapering buds and large double flowers of golden yellow with orange shadings on the reverse of the petals. Undoubtedly one of the outstanding garden yellows.

**SENSATION.** Scarlet-crimson blooms. Plant strong and very active.

**SOUV. de CLAUDIUS PERNET.** The sensation of the day in yellow Roses. Large, sunflower-yellow blooms, perfectly formed; very fragrant. Dark, glossy foliage. Vigorous growth.

**SUNBURST.** Another leading yellow. The color is golden orange and deep yellow, varying at different stages of development.

**\*TALISMAN.** The most gorgeous assemblage of colors in one flower ever presented by a Rose. The strong colors exhibited mostly, are: gold, apricot-yellow, blood-orange, deep pink and old-rose. The bud is long and shapely, developing into medium-sized, compactly double flowers. Free bloomer; glossy foliage.

**WHITE AMERICAN BEAUTY (Frau Karl Druschki).** This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink as it begins to open, but develops into a pure white blossom. It has held its own in competition with all the new Roses introduced since 1900, and it will take a good one to beat it.

**WILLIAM F. DREER.** Very large buds and flowers of deep rose-pink; highly perfumed. Blooms freely.

**WILLOWMERE.** One of the lasting old favorites. Produces buds and blooms of soft shell pink with a luminous salmon and yellow glow.

## Dwarf Polyantha or Baby Roses

**BABY ORLEANS.** The showiest and prettiest of the pink Dwarf Polyantha Roses. This charming variety forms a huge bouquet of small, double, pink Roses from early spring until killing frost.

**BABY TAUSENDSCHON.** Flowers are medium size, white to soft pink, borne in clusters on average stem. Blooms abundantly all season.

**CECILE BRUNNER (Sweetheart Rose).** Small buds and flowers of light pink with yellow base, borne in graceful clusters. Vigorous, faithfully blooming plant. One of the very best Polyanthas for cut-flower use.



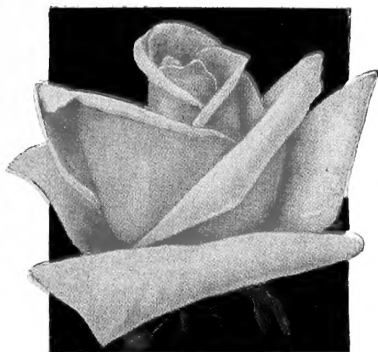
**Rapture**



**Roslyn**



**Cl. Francis Scott Key**



**Cl. Pink Radiance**

**ELLEN POULSEN.** Flowers of bright rose-pink, darker toward the edges, borne profusely in large clusters. One of the best baby Roses.

**GEORGE ELGER.** Dainty golden buds and pale cream flowers. The prettiest yellow Polyantha.

**GOLDEN SALMON.** Bright orange-salmon flowers that come in huge clusters. First really orange Polyantha. One of the best.

**IDEAL.** Produces continually its clusters of small, dark scarlet blooms. A bed or border makes a splendid mass of velvety red color all season.

**KATHARINA ZEIMET.** Small, very double, pure white flowers in large clusters. Vigorous, faithfully blooming plants.

## Our Select Line of Climbing Roses

**CL. PRESIDENT HOOVER.** This sport of the famous President Hoover Rose has the same long, straight stems and quantities of lovely flowers as its parent.

**CLIMBING COLUMBIA.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**CL. FRANCIS SCOTT KEY.** Sport from Francis Scott Key. One of the largest and best crimson-reds. Our own propagation; no others have it. Thrifty grower. Very thorny. Beautiful foliage. A strong climber and perfectly hardy. The very finest pillar Rose when trained to a stake. You have to see this Rose to appreciate it, for words fail to describe the brilliant color. Blooms monthly.

**\*CL. KAISERIN AUGUSTE VIKTORIA.** The best white climbing Rose. Pure white, shading at base of petals to a light cream; very fragrant.

**CL. METEOR.** Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

**CL. PINK RADIANCE.** Combining all the characteristics and color of Pink Radiance except that it is a climber.

**CL. RED RADIANCE.** A sport of Red Radiance, and like it except that it is a vigorous climber.

**\*CL. TALISMAN.** Same as Talisman, except its climbing habit.

**MARECHAL NIEL.** This is an old favorite beautiful yellow which still holds its prestige in competition with the many fine new ones. A vigorous climber.

**PAUL'S SCARLET CLIMBER.** No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar Rose when trained to a stake.



**Cl. K. A. Viktoria**



**Cl. Talisman**

# The Reliability of a Nursery Should Be Your FIRST Consideration

## TYLER STATE BANK & TRUST CO.

RESOURCES OVER \$1,000,000.00

TYLER, TEXAS

To the Rose Lovers of America:

It is a pleasure for us to write this letter in behalf of McClung Bros. Rose Nursery. They have carried a very sizable cash balance with this bank for a number of years, and we know them to be financially responsible for any commitment or contract they should make.

McClung Bros. Rose Nursery has made a wonderful progress due to the very sound principles upon which they operate. They are thoroughly reliable, honest and dependable.

Messrs. J. W. and H. H. McClung have a very sound knowledge of rose growing, having spent practically their entire lives in the business.

We are pleased to have them as our customers, and recommend them to your careful consideration.

Yours very truly

TYLER STATE BANK & TRUST CO.

*J. D. Stringer*  
President

JDS:R

### OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

### OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than \$1.00, unless 25 cents extra is included for packing and postage.

### REFERENCES

Chamber of Commerce. Peoples National Bank.  
Tyler State Bank & Trust Co. Citizens National Bank.

...or any other business house of Tyler, Texas.

Also our customers (names of some near you sent on request).

# McCLUNG BROS. ROSE NURSERY

J. W. McCLUNG « Owners » H. H. McCLUNG  
Route 9 » Phone 9070-F4  
TYLER, TEXAS